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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Appl. No.: **10/814,104**

Applicants: **Paul BUCHHEIT, et al.**

Filed: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the final Office Action mailed on February 18, 2009 (Paper No. 20090207), which set a period for response to expire on May 18, 2009, that period being extended two (2) months to expire on July 18, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 23 of this paper.